

## **Historic, archived document**

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# PAUL J. HOWARD'S SUPERIOR ROSES

**P**AUL J. HOWARD'S Rose bushes are noted for their extreme vigor and robust growth. This is because our carefully selected bud-wood is grown on special root-stocks which impart extra strength to the tops. We then select from our fields the two-year-old bushes which have made the greatest development—the ones that have the most vitality and will continue to be the most robust when transplanted to the Rose-garden.

## ORDER YOUR ROSES EARLY

Dormant Roses should be planted as early as possible. January and February, their naturally dormant period, are the best months for planting; after March 1 they should be allowed to make their growth, as after that date they will lose much of their vitality unless planted either in the ground or in large containers. If you cannot plant before that date, be sure to obtain our large bushes established in large containers. They are the superior bushes, selected early in the season and planted in specially prepared soil before they have started to make new growth, and are the finest established Roses obtainable. They cannot be compared to the ordinary bushes usually offered after the dormant planting season is past.

Those who prefer to select their Roses while in bloom may obtain Paul J. Howard's superior established bushes at prices only slightly more than for the best dormant plants.

Produced in southern California by Mr. Fred Howard, whose earlier creations, Los Angeles and others, are among the most popular Roses in gardens throughout the world, this new achievement bids fair to become one of the most favored of all.

It inherits the vigor of growth, health, and freedom of bloom characteristic of California-grown Roses, the bushes being of upright, branching habit. The flowers are of magnificent size, the luscious shade of cherry-rose being illumined with a glow of scarlet, more pronounced at some seasons than at others. Its charming color is especially brilliant under artificial light. The beautifully formed buds and flowers are perfect in every stage of development and so delightfully fragrant that a few flowers will scent a whole room with perfume reminiscent of old-time Tea Roses. Thus, Mrs. J. D. Eisele is a cut-flower Rose of outstanding merit to grow in your garden.

**CALIFORNIA'S OWN PRESENTATION  
TO THE ROSE WORLD**

**The Glorious New Richly Perfumed Rose  
MRS. J. D. EISELE**

*Plant Patent No. 67*

**\$1.50 each; \$15.00 per doz.**

*Mrs. J. D. Eisele. (Plant Patent No. 67)*

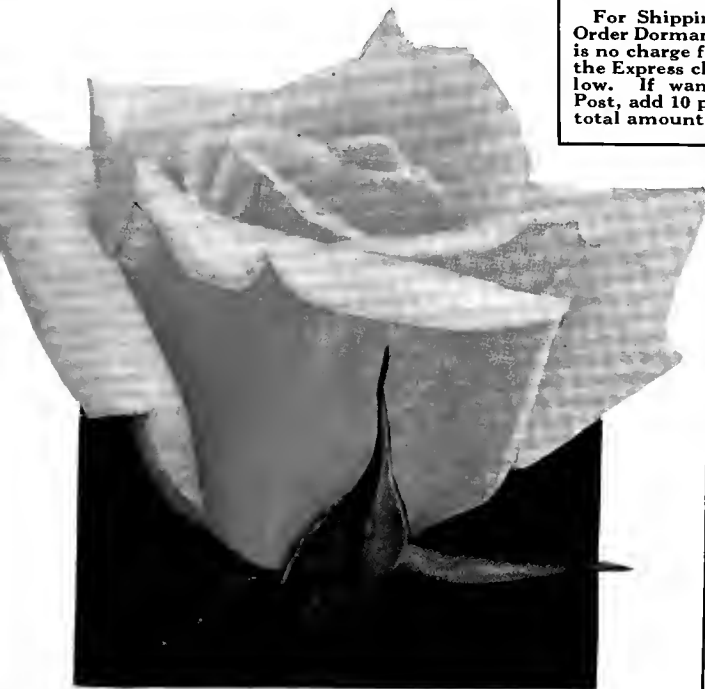




AUTUMN

The brilliance of its flowers is made even more effective by the glossy green foliage of the strong-growing bushes. 75 cts.

For Shipping by Express, Order Dormant Roses—there is no charge for packing and the Express charges are very low. If wanted by Parcel Post, add 10 per cent to the total amount of your order.



LUCIE MARIE

Its exceptionally strong habit of growth, healthy, glossy foliage, and the freedom with which it produces its lovely yellow flowers, splashed with rosy red, on long stems, are characteristics for which we consider it one of the best garden Roses. 75 cts.

## The World's Finest New Roses

Exquisite novelties from the world's leading hybridizers. One of the greatest thrills to the Rose-lover is the reward of magnificent blooms of new types and colors he receives from planting the latest introductions of great rosarians. Experience the joy of growing the finest creations of world-famous rosarians in your own garden.

**Countess Vandal.** Plant Patent No. 38. A sensational Rose which has proved an exceptionally free producer of long, tapering buds of copper-salmon and bronze, and large, fragrant flowers of rose, salmon, and coppery gold. \$1.50.

**Dotty.** The beautiful buds are rich, tawny yellow, stained with scarlet and apricot on the outside of the petals, opening to bright yellow flowers with bronzy tints. A good grower, with glossy foliage. \$1.00.

**Eduard Schill.** Its sensational coloring immediately arrests the attention. The large, ovoid buds unfold a rich coral-scarlet overlying deep old-gold, passing to pretty coral-rose with satiny gold suffusion. \$1.50.

**Essence.** A fine new red Rose the color of Etoile de Hollande, but more double and fragrant. A vigorous grower. \$1.00.

**Frau E. Weigand.** A huge, full flower, high-centered and very lasting, with fine fragrance. The color is a rich yellow like Golden Emblem, flushed with apricot. \$1.50.

**Frau Hugo Lauster.** This bright yellow Rose is hailed as the Gold Medal Rose of the year because of its remarkable showing in England, Germany, and Holland. \$1.00.

**Heidekind.** See last page.

**Heinrich Gaede.** Offered for the first time last year, the unusual color of its buds and flowers made it one of our most popular novelties. To see it in bloom is to want it in one's garden. It has all the brilliance of a modern high-colored zinnia—coppery vermillion with a golden suffusion. The buds are of ideal form, and the fragrant flowers are freely produced on long, wiry stems with rich green, glossy foliage. \$1.50.

**Heinrich Wendland.** Buds large, long-pointed; very large, double, full, high-centered, intensely fragrant flowers of brilliant nasturtium-red color, the reverse of petals brilliant golden yellow. A most striking and unusual color combination. \$1.50.

**Mme. Jules Guerin.** This handsome, very large, golden yellow Rose has a rich fragrance reminiscent of the old Marechal Niel, but is a strong grower and flowers freely on long, stout stems. \$1.50.

**Mrs. J. D. Eisele.** See front page.

**Red Hoover.** A lovely sport of one of the most popular Roses ever produced because of its freedom of bloom, perfection of flower, exceptionally strong growth, and because all of the blossoms come on such long stems. In this new form the red tones are predominant. \$1.50.

**Yellow Talisman.** A lovely golden-flowered form of this most popular variety. \$1.00.

## Novelties and Varieties of Recent Introduction

75 cts. each; 10 for \$6.50; 50 for \$27.50

THIS GROUP CONTAINS MANY OF THE FINEST ROSES IN EXISTENCE

**Autumn.** A glorious combination of burnt-orange and yellow, streaked with red.

**Betty Sutor.** Well-formed, two-toned pink. **Caledonia.** The finest pure white Rose. Exquisitely formed flowers on tall stems.

**Cecil.** A charming bright yellow single Rose. **Dainty Bess.** A fascinating single Rose. Soft blush-pink, with conspicuous crimson stamens.

**Daily Mail Scented Rose.** Velvety crimson—extremely fragrant.

**Feu Joseph Looymans.** Extremely long, shapely buds of fiery apricot-yellow. Merits a place in all Rose-gardens.

**Gaiety.** A beautiful bud and flower of various shades of buff, orange, yellow, and red.

**Golden Dawn.** Lemon-yellow garden Rose. **Impress.** Camellia-shaped blossoms of salmon-cerise with an orange suffusion.

**Irish Charm.** This Rose of Irish origin is indeed charming. The buds are perfectly formed, deep blush-pink, tinted apricot. The flowers are large and beautifully shaped, the bushes vigorous and free flowering. Be sure to include this splendid Rose in your collection.

**Lady Forteviot.** Orange-yellow, flushed with apricot and red. Free blooming and fragrant.

**Li Bures.** A new Rose from Spain, with coloring similar to President Hoover but with more pronounced red tints.

**Mme. Nicolas Aussel.** Coppery red buds opening to opalescent salmon-pink flowers.

**McGredy's Scarlet.** Extremely long shapely buds of brilliant velvety carmine touched with crimson and gold. The flowers retain their beauty until ready to drop.

**Mevrouw G. A. van Rossem.** A vivid blend of orange, apricot, bronze, and gold.

**Mrs. Pierre S. du Pont.** Large, well-formed buds and flowers of rich reddish gold, becoming a popular bedding and cutting Rose.

**Mrs. Sam McGredy.** Dazzling coppery orange flushed with scarlet. Magnificent.

**Olympiad.** Brilliant oriental-scarlet accentuated by the golden color at the base of petals. The color varies at different seasons, but is always beautiful.

**Polly.** A charming Rose of dainty coloring, with prettily formed buds and flowers of light golden yellow, flushed with pink, full, double and high-centered, on long, smooth stems with bronzy green leathery foliage.

**Portadown Bedder.** Glowing scarlet-cerise, reverse of petals orange-gold.

**President Herbert Hoover.** First offered in 1931, this Rose has won front rank. It is one of the strongest growers, most reliable, and produces its flowers freely, every one on long stems. A wonderful combination of cerise-pink, flame-scarlet, and orange-yellow. Richly fragrant.

**President Jac. Smits.** The most brilliant of all velvety scarlet Roses.

**Rosella Sweet.** Deliciously fragrant flowers of rich orange-salmon.

**Schwabenland.** Very large, full flowers like Dame Edith Helen. Luminous, rich rose-pink.

**Vaterland.** Large and well formed; velvety scarlet-maroon—the color of the old Black Prince. Free blooming.

**Wilhelm Kordes.** Rich coppery salmon, on golden yellow ground.



Talisman



Angele Pernet



Mrs. E. P. Thom



Dame Edith Helen



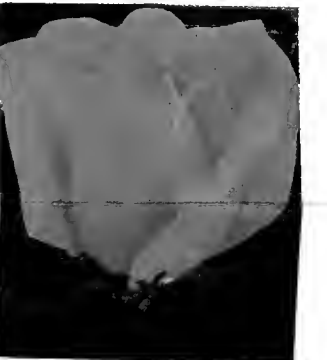
Rev. F. Page-Roberts



Etoile de Hollande



Pres. Herbert Hoover



Feu Joseph Looymans

## Paul J. Howard's Select List of Popular Roses

50 cts. each; 10 for \$4.00; 50 for \$17.50

With so many fine new Roses being produced in recent years, a Rose must have decided merit to stay on our lists.

**Angele Pernet.** Vivid orange-flame.

**Charles P. Kilham.** Rich oriental-red, flushed scarlet and orange. Brilliant and sweetly scented.

**Columbia.** Rose-pink. Especially fine in warm interior valleys.

**Cuba.** Brilliant vermillion-scarlet.

**Dame Edith Helen.** Very large, full and fragrant; deep pink.

**Duchess of Atholl.** Vivid bronze-orange flushed old-rose.

**E. G. Hill.** The best of all red Roses. Rich velvety scarlet-crimson; does not fade or turn purplish.

**Etoile de Feu.** Fiery orange, shaded salmon.

**Etoile de Hollande.** One of the leading dark red Roses.

**General MacArthur.** Rich carmine-scarlet.

**Golden Emblem.** Rich golden yellow.

**Hadley.** Velvety crimson.

**Hoosier Beauty.** Velvety crimson-scarlet.

**Imperial Potentate.** Free-blooming; rose-pink.

**Irish Elegance.** Single. Bronzy apricot.

**Irish Fireflame.** Single. Rich deep orange-flame.

**Isobel.** Single. Orange-terra-cotta.

**Joanna Hill.** A fine yellow Rose with the coloring of Sunburst which it has displaced because of its superior qualities.

**J. Otto Thilow.** We consider this the best Rose of its color—clear rose-pink.

**Kaiserin Auguste Viktoria.** Pearly white.

**K. of K.** Beautiful velvety scarlet buds.

**Lady Florence Stronge.** Deep pink and gold.

**Lady Margaret Stewart.** Deep yellow, splashed with scarlet.

**Lord Charlemont.** Very fine dark red.

**Los Angeles.** No garden should be without this flame-pink Rose.

**Louise Catherine Breslau.** Coppery orange—a distinct type.

**Lulu.** Most charming buds of orange-salmon.

**Maman Cochet.** Large buds and full flowers; pink.

**Margaret McGredy.** Brilliant orange-red flowers, emphasized by the abundant glossy foliage.

**Miss Rowena Thom.** Very free flowering. Large, well-formed, bright carmine-rose blooms, with a golden suffusion.

**Mme. Butterfly.** Pink, apricot, and gold.

**Mme. Edouard Herriot.** Coral-scarlet.

**Mme. Jules Bouche.** Free blooming; white.

**Mrs. A. R. Barraclough.** Very large; soft carmine-pink.

**Mrs. E. P. Thom.** The best pure yellow garden Rose.

**Mrs. Henry Bowles.** Bright pink. One of the freest bloomers.

**Mrs. Lovell Swisher.** Delightful flesh-pink flowers, shaded salmon.

**Ophelia.** Salmon-flesh, shaded rose.

**Patience.** Scarlet-carmine, overlaid bronze.

**Padre.** Coppery scarlet.

**Radiance.** Produces fine flowers under the most adverse condition. Bright carmine-pink.

**Red Radiance.** A red counterpart of Radiance.

**Rev. F. Page-Roberts.** Orange-gold—shaded saffron.

**Rose Marie.** Clear deep pink.

**Souvenir de Claudius Pernet.** Bright yellow.

**Souvenir de H. A. Verschuren.** Golden yellow.

**Talisman.** Among the most popular cut-flower Roses. Pink and gold.

**The Queen Alexandra.** Brilliant, intense vermillion, deeply shaded old-gold on reverse of petals.

**Ville de Paris.** One of the best yellow roses.

## PAUL J. HOWARD

HORTICULTURAL ESTABLISHMENT

250 South La Brea Avenue

Los Angeles, Calif.

PLANT PAUL J. HOWARD'S BETTER ROSES FOR LASTING JOY AND SATISFACTION

### Special Quantity Prices

(Quantities of one kind or assorted varieties)

All Roses listed at 50 cts. are 40 cts. in quantities of 10 or more; 35 cts. for 50 or more.

All Roses listed at 75 cts. are 65 cts. in quantities of 10 or more; 55 cts. for 50 or more.

All Roses listed at \$1.00 are 90 cts. in quantities of 10 or more; 80 cts. for 50 or more.

Postage or Express charges extra

### A ROSE OF MANY USES VANGUARD

In this new variety the Rose finds a new use in the garden and landscape. The vigorous bushes have large, glossy foliage and are wonderfully effective as shrub specimens, for hedges, or as climbers on a fence. The bright orange-salmon and gold flowers are exceedingly showy. 75 cts.



Miss Rowena Thom



Climbing Charles P. Kilham

**Paul J. Howard**  
Presents a New Type Rose for Your Garden  
**HEIDEKIND**  
Plant Patent No. 78

A veritable bouquet of bloom from spring until late fall—literally hundreds of flowers in bloom at one time.

These flowers are a distinct new type, beautifully formed and double, 2 to 4 inches across. They are borne in great clusters on long-branched sprays; the whole spray may be cut, forming in itself a lovely bouquet for floral decoration, or the individual flowers may be cut separately for table use—you will find no end of attractive ways to use these charming blossoms.

The color of the buds is brilliant coppery rose; the flowers as they open are glowing bright rose, changing as they develop to clear rose-pink, so that one spray of flowers contains a wonderful blend of pink and rose shades.

To produce flowers in such great abundance shows the extreme vigor of the bush, which has healthy, large, leathery, rich green foliage. Plant Heidekind in prominent spots in your garden, as specimens, as well as in the Rose-garden. We can imagine nothing more effective as a hedge than this bright-colored Rose.

We have a very limited number to offer this year, its first season of introduction, but offer it at a very moderate price to make it available to all who place their orders early.

Price \$1.00 each

**SPECIAL QUANTITY PRICES**

(Quantities of one kind or assorted varieties)

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All Roses listed at 75 cts. are 65 cts. in quantities of 10 or more; 55 cts. for 50 or more.

All Roses listed at \$1.00 are 90 cts. in quantities of 10 or more; 80 cts. for 50 or more.

Postage or Express charges extra

**Flowerland Tree Roses**

Stout stems of uniform height, well-formed, symmetrical tops, extreme healthiness and vigor distinguish Flowerland Tree Roses from the ordinary. Each plant is delivered with a green redwood stake for permanent support and protection.

Note the low prices this year:

\$2.00 each; 6 or more, \$1.75 each

We have the following select varieties in tree form:

(Descriptions are in list of bush roses.)

Caledonia, Charles P. Kilham, Cuba, Dainty Bess, Dame Edith Helen, E. G. Hill, Etoile de Hollande, Feu Joseph Looy-mans, Golden Emblem, Hadley, Hoosier Beauty, Impress, Kaiserin Auguste Viktoria, Julien Potin, Lady Margaret Stewart, Louise Catherine Breslau, Los Angeles, Lucie Marie, McGredy's Scarlet, Mme. Nicolas Aussel, Mrs. E. P. Thom, Mrs. Sam McGredy, President Herbert Hoover, Radiance, Red Radiance, Rose Marie, Rev. F. Page-Roberts, Souv. de Claudius Pernet, Talisman.

# Paul J. Howard's Climbing Roses

The Climbing Rose is the Glory of the California Garden

It adds immeasurably to the colorful beauty of the garden when freely planted in prominent positions on trellises, arbors, pergolas, and fences.

Our many new varieties of Everblooming Climbers bring you numerous novel forms and colors hitherto not obtainable in Climbing Roses, which, in addition to their effectiveness in the landscape, furnish a wealth of flowers for cutting.

## WONDERFUL NEW CLIMBING VARIETIES

**Blaze.** Plant Patent No. 10. The counterpart of the popular Paul's Scarlet Climber except that it is everblooming. A marvelous display of fiery red in the spring and brilliant blossoms the year round. \$2.00.

**Billy Boiler.** A conspicuous Australian Rose of dazzling red that makes a striking display with its long, upright shoots, literally covered with buds and semi-double, lasting, open flowers of dashing color. Practically everblooming. 75 cts.

**Black Boy.** Beautiful buds and large, semi-double, prettily shaped flowers of deep velvety crimson, shaded blackish maroon, freely produced on long, stiff stems, and sweetly scented. 75 cts.

**Climbing Charles P. Kilham.** Imagine the effectiveness of the climbing form of this brilliant-colored Rose! A wonderful acquisition available for the first time this season. \$1.50.

**Cl. Dame Edith Helen.** This fine new climbing form of the large-flowered, pure rose-pink bush Rose will be enthusiastically received. 75 cts.

**Cl. Duchess of Atholl.** Another color rare in climbers—rich, bronzy orange, flushed old-rose. We offer a very limited number this year. \$2.00.

**Cl. Edith Nellie Perkins.** The long buds are exquisitely shaped, have excellent stiff stems for cutting, and are abundantly produced, making the two-toned buff and salmon flowers most effective. \$1.00.

**Cl. Etoile de Feu.** A vigorous climbing sport of the brilliant, flaming orange-colored bush Rose, producing a wealth of large, cup-shaped blossoms, in form like Louise Catherine Breslau, but more brilliant in color. Foliage unusually clean and glossy. \$1.50.

**Cl. Mrs. E. P. Thom.** Just about the best yellow garden Rose there is, now in climbing form. An abundance of golden yellow, perfectly formed flowers produced throughout the year. \$1.00.

**Cl. Mrs. Lovell Swisher.** Long-pointed, beautifully shaped buds of coppery salmon, opening to perfectly formed flowers of delicate salmon-pink, borne on long stems. Resembles Belle of Portugal in color, but is everblooming. A most desirable climber. \$1.00.

**Cl. President Hoover.** Now—the Rose that has rapidly become one of the most popular of all—in climbing form. The colorful flowers will bring you joy and satisfaction, both in the garden and for cutting, the year round. \$1.50.

**Cl. Shot Silk.** The lovely, large flowers are pure bright rose, overlaid with a golden sheen, giving the petals the appearance of silk. Flowers of great beauty for cutting. 75 cts.

**Cl. Talisman.** This new climber is destined to become as popular as the bush; the flowers are identical. \$1.00.

**Cl. The Queen Alexandra.** A strong new climbing form of this gorgeous vermillion and gold Rose. If you desire bright color, choose this variety. \$1.50.

**Golden Climber.** Plant Patent No. 28. An extremely hardy, vigorous climber, with abundant, rich green, healthy foliage, becoming covered with large, rich golden yellow buds which open to beautiful semi-double flowers, displaying the bright golden stamens. A Rose that will succeed everywhere. \$2.00.

**Phyllis Bide.** Dainty blossoms produced continuously in long, loose sprays, with small buds of exquisite form, opening with gracefully reflexing petals, pale gold at the base, flushed and shaded lovely pink at the edges. 75 cts.

## General List of Fine Climbing Roses

50 cts. each; 10 for \$4.00

**Banksia.** A rampant climber, practically thornless, producing masses of small flowers in clusters. The yellow variety has the fragrance of violets. White or Yellow.

**Belle of Portugal.** The first to bloom, beginning in midwinter when other varieties are bare. Beautiful, long buds of soft salmon-flesh, desirable for cutting. A rampant grower with handsome foliage.

**Chaplin's Pink.** The flowers, in clusters of 8 to 12, are extremely lasting, clear soft pink, with golden stamens, and produced in great abundance.

**Cherokee.** The favorite single Roses for covering banks, trellises, and arbors. Pink, White, or Red.

**Cl. Cecile Brunner.** Always popular because of its perfect little pink Roses borne in clusters.

**Cl. Claudius Pernet.** Deep sunflower-yellow.

**Cl. General MacArthur.** Splendid, large red flowers freely produced.

**Cl. Golden Emblem.** Ranks as one of the best yellow climbers.

**Cl. Hadley.** The large, fragrant, deep crimson flowers make this equally as popular as the bush form.

**Cl. Hoosier Beauty.** We esteem this the very best deep red climber.

**Cl. Kaiserin Auguste Viktoria.** Very fine pearly white flowers.

**Cl. Los Angeles.** The same luminous flame-pink flowers as the bush form.

**Cl. Mme. Edouard Herriot.** The brilliance of the coral-red flowers and freedom of bloom make this one of the showiest climbers.

**Cl. Radiance.** Just as good as the bush.

**Cl. Red Radiance.** The same as Radiance, except for color.

**Cl. Rose Marie.** There is no better climber of its color—pure rose-pink.

**Gold of Ophir.** An old-time favorite, especially suited to warm localities, becoming covered with old-gold and apricot blossoms.

**Kitty Kininmonth.** A brilliant climber, more popular each year because of its huge, decorative, semi-double flowers of soft, even, carmine-rose—a most pleasing shade.

**Marechal Niel.** An old variety prized for the fragrance of its yellow flowers.

**Marion Manifold.** A free-blooming, strong-growing climber from Australia. Large carmine-red flowers.

**Mme. Gregoire Staechelin.** A truly handsome Rose of iridescent pearl-pink with splashes of carmine on the outer petals.

**Paul's Lemon Pillar.** Very large, double flowers of pale yellow.

**Paul's Scarlet Climber.** The latest of the spring-blooming Roses and a solid mass of red for a long period. Unequaled for covering fences.

**Silver Moon.** The large, waxy white, single flowers with golden stamens make this a climber of rare beauty.

**Tausendschon.** The old favorite, "Thousand Beauties," with clusters of rich pink flowers in great profusion in spring.

**Why Not Replace Your Old, Unsatisfactory Climbers with Some of Paul J. Howard's Stronger Plants of Supremely Beautiful Varieties?**

# PAUL J. HOWARD

Horticultural Establishment

250 South La Brea Avenue

LOS ANGELES, CALIF.